Business Gateway

Advisory Group Meeting
Project Update – March 23, 2005

Meeting Purpose & Outcomes

Purpose:

➢ Provide a brief status update on the project

➢ Facilitate a working session that will help us solicit your ideas and insight on how to continue to move the project forward

Expected Outcomes:

➢ Understanding of recent accomplishments, planned activities, risks and mitigation strategies

➢ Overview of project financials

➢ Feedback on the future direction of Business Gateway

Meeting Agenda

Introduction and set the stage for discussions   5 Min

Project Overview and Discussion   70 Min
- ➢ Research & Outreach
- ➢ Portal/Content Management
- ➢ Compliance Assistance
- ➢ Data Harmonization
- ➢ Forms Catalog & Forms Processing

Overview of Project Financials/Resource Issues   20 Min

Project Feedback   15 Min

Next Steps   10 min

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Research & Outreach Update

Research Update

PMO has conducted vendor meetings and is undergoing the procurement process for all research phases.

➢ **Phase I (April- May 2005):** Focus groups, industry association roundtable, and secondary research (including agency data)
➢ **Phase II (June-July 2005):** Survey
➢ **Phase III (FY06):** Post-enhancement usability testing and external web analysis

Resource Needs: Agency data for secondary research, vendor recommendations, existing business relationships

Outreach Update

- Current Webtrends report: 72,500 weekly visits as of 2/28/05 (>110% improvement since 34,000 weekly visits reported in Nov '04)

- SBA Expo trade show April 26, 2005

- PMO is undergoing vendor procurement process for a strategic outreach plan

- <u>Resource Needs</u>: Identify agencies' existing outreach channels, Public Affairs contacts

Discussion

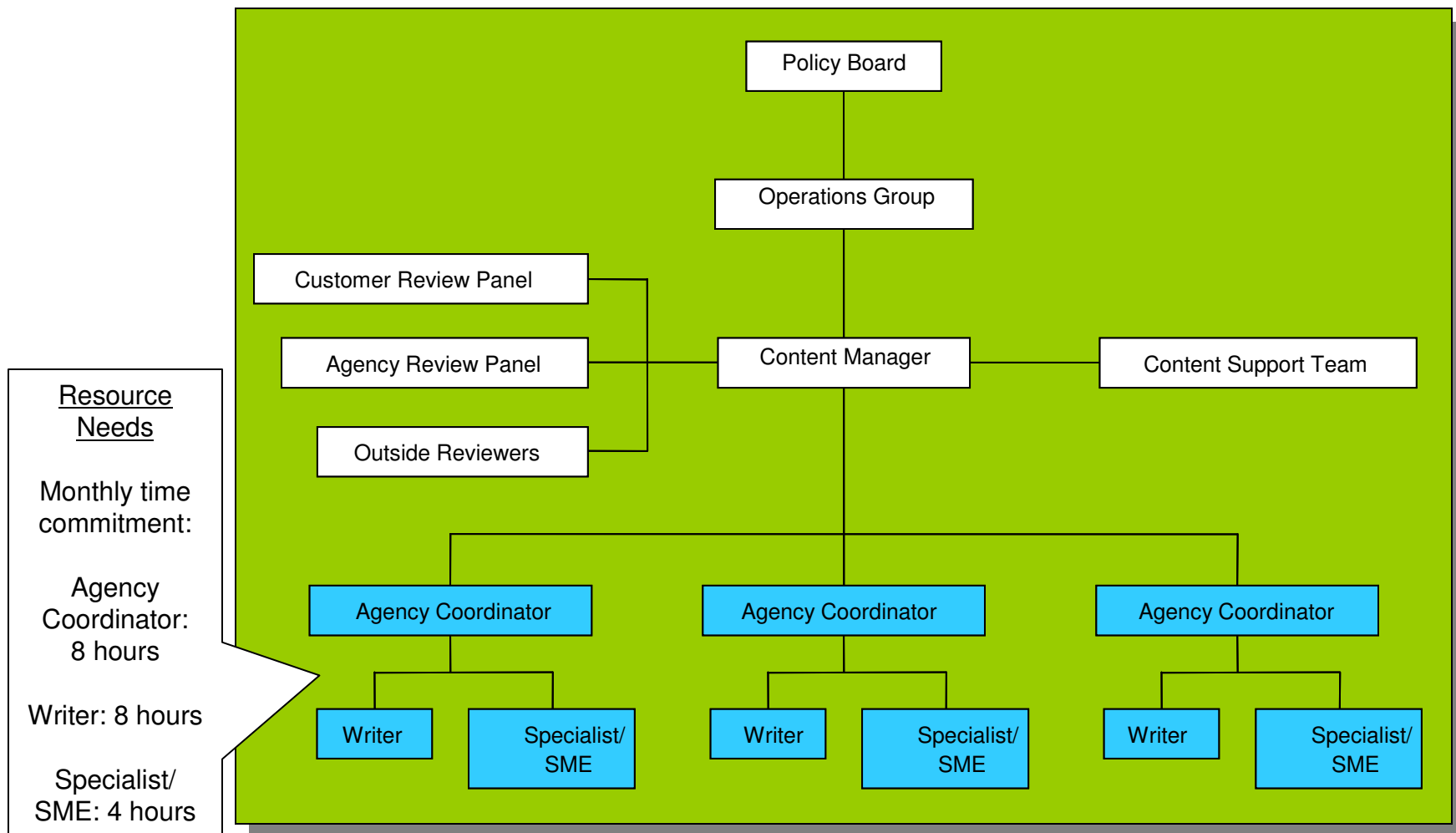➢ Agency questions/ concerns?

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Content Management Update

Policy Board

Operations Group

Customer Review Panel

Agency Review Panel

Content Manager

Content Support Team

Outside Reviewers

Resource Needs

Monthly time commitment:

Agency Coordinator: 8 hours

Writer: 8 hours

Specialist/ SME: 4 hours

Agency Coordinator

Agency Coordinator

Agency Coordinator

Writer

Specialist/ SME

Writer

Specialist/ SME

Writer

Specialist/ SME

PMO v. Agency Roles

Scope of PMO Role

- Consistency and integrity via information architecture:

  - file naming and organizational structure

  - navigation and first tier content pages

  - taxonomy and controlled vocabulary "metadata"

  - production, staging, and server control

- Presentation standards

- Templates

- Process centralized around the CM

  - primary task is to follow the process

Scope of Agency Role

- Information input and content production and maintenance

- Second tier and subsequent pages

- May be part of Agency-specific centralized process as a normal part of its activities with the business community. Updating Agency-specific content should be managed with the Portal's mission in mind.

- Agencies have ability to develop their own content while sharing the website platform

- Content owners can locally develop content and determine where it appears on appropriate pages

Agency Coordinator Time Requirements

Daily

- Short meeting to determine status of new and developing content.

- Publish to the test server and, after review, to the public website.

- Produce and review a report on broken links, and correct those broken links.

- Review and take action on any expired or otherwise noted links or content.

Weekly

- Meet with Agency Coordinators to identify, discuss, and agree upon new content to add or current content to modify.

- Review and report on the status of tasks.

- Receive, review, and act on user comments and other feedback.

- Meet with the Content Support Team to determine availability of resources, and discuss and, preferably, resolve any issues (or refer to the Operations Group).

Monthly

- Consult with Agency Coordinators to determine broader, less immediate concerns with respect to content and/or navigation.

- Provide a report to the SBA CIO that gives the current status of the website, a summary of modifications since the last report, and identifies any known or anticipated trends and/or problems that may need to be attended to in the future.

FY05 Activities

- ➤ **Implement Governance Process (Mar/ Apr)**
- ➤ **Align Site and Update Content**
  - • Conduct market research/ define business requirements (6 hours*)
  - • Update content (using governance process)
  - • Align site/integrate with related sites
- ➤ **Develop Content Management Approach**
  - • Train Agencies on CMS (2 hours*)
  - • Define cross-agency functional and technical requirements (8 hours*)
  - • Document acquisition strategy

Q1	Q2	Q3	Q4

* Total time commitment from Agency Coordinator and/or Working Group member over the course of the activity

Discussion

➢ Agency questions/ concerns?

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Compliance Assistance Update

Compliance Assistance Update

New Compliance Lane Co-Leads:
➢ Tracy Back of EPA, Kate Donohue of DOL/OSHA
➢ Shape overall compliance lane strategy

Requirements Analysis:
➢ Finalizing SOW
➢ Holding vendor meetings

Next Steps:
➢ Focus groups
➢ Review of existing compliance tools
➢ Review of other additional proof-of-concepts like COMPASS

Resource Needs:
➢ Identification of compliance team representation from your agency

Discussion

➢ Agency questions/ concerns?

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Data Harmonization Update

Data Harmonization Update

Coal Vertical:

➢ Ready to implement
➢ Awaiting contract award on April 5

Resource Needs:

➢ Identification of compliance working group representation from each agency
➢ Identification of harmonization lead detailee
➢ Discussion of basic approach to harmonization - your input

Discussion

➢ Agency questions/ concerns?

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Forms Catalog and Forms Processing Update

E-Forms Catalog Data Status

As of March 11, 2005:

- 4,593 Entries
- 43 Agencies actively populating the catalog
- 33 Agencies complete
- 48 Agencies actively engaged
- Pay.gov Status
  - Located as Sub-Agency under Department of Treasury
  - 42 Form links

E-Forms Catalog Software Status

- February 28 FedForms successfully decommissioned
  - Redirect to Forms.gov
  - Visits to Forms.gov increased over 200% of daily average
- Version 3 requirements drafted and circulated to Working Group
  - Easier to use reports
  - Agency forms management enhancements
  - Broken links reports
  - Enhanced search capabilities
- Current focus on maintenance
  - Testing methods for broken links identification
  - Coordinating with agency administrators to review their Forms.gov links

Feb. '05 WebTrends Report

E-Forms Catalog Average Visits Per Day
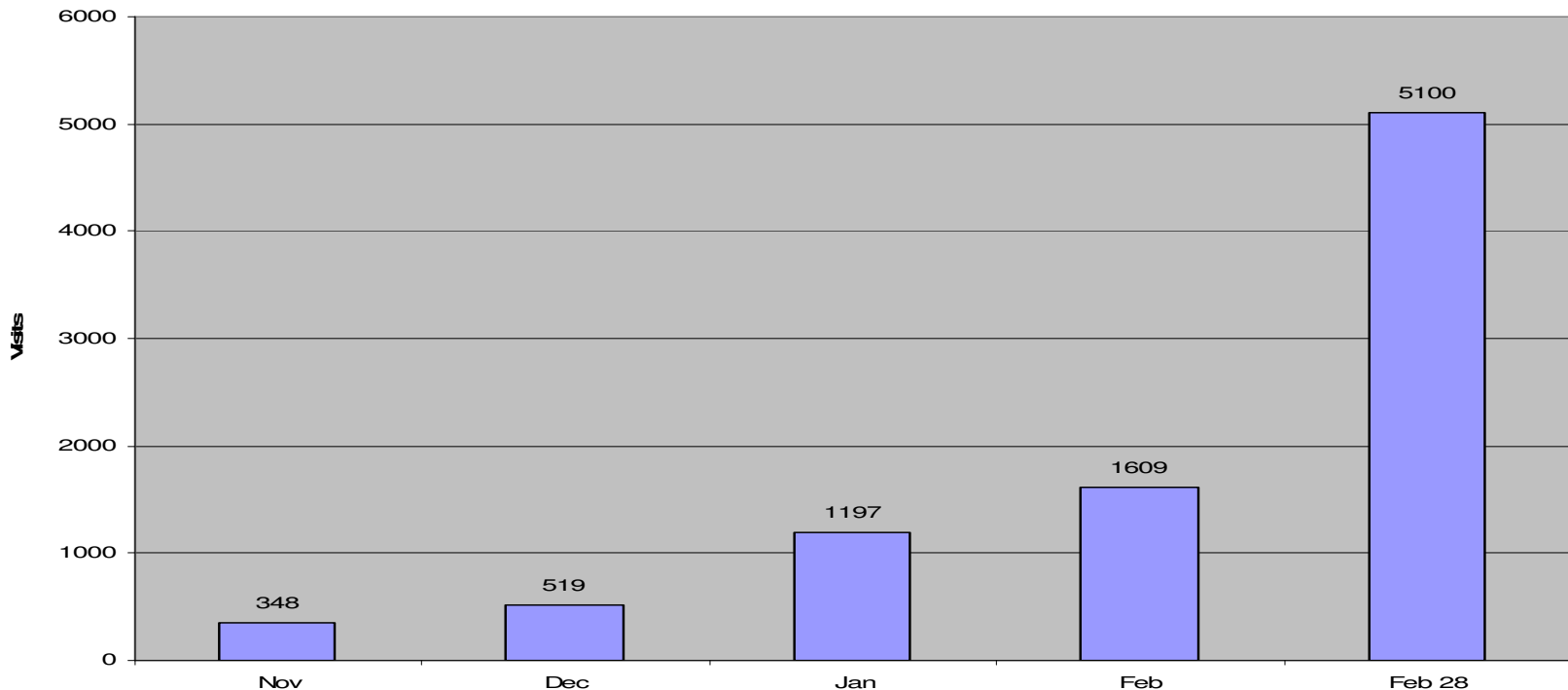
- Steady increase in Visits from November through February
- February 28 first day of FedForms redirect to Forms.gov
- Identified cause for Page Views and Hits errors
- WebTrends reporting prior to November contained errors in counting
- Current WebTrends reporting of Page Views and Hits remain problematic
- E-Forms Team is actively participating to obtain correct Page Views and Hits for March report

E-Forms Processing AoA Status

Progress to Date:

➢	Market Research Assessment	November 19, 2004
➢	Alternatives Approach Briefing	November 19, 2004
➢	AoA Study Plan Outline	November 19, 2004
➢	Interim Advisory Board Briefing	December 9, 2004
➢	Draft AoA Submitted	February 25
➢	**Final AoA Due**	**April 1, 2005**
➢	**AoA Advisory Group Presentation**	**April Meeting**

Next Steps/ Agency Participation:

➢ LMI completing AoA to understand what forms processing options are available

➢ Final version of the AoA study report by April 8

➢ Series of facilitated discussions with partner agencies to clearly define and articulate BG's approach for forms processing

➢ Objective is to have a defined approach that has been cleared by the BG Governance Board by the end of FY05

➢ Implement a solution in FY06

ROCIS

Acronym Defined:
- R = RISC = Registry Information Service Center
- O = ORIA = Office of Information and Regulatory Affairs
- C = Consolidated
- IS = Information System

ROCIS will provide for electronic submission, review, and approval of information collection requests for the purpose of complying with the Paperwork Reduction Act.

In Phase 1, ROCIS became the location where government regulatory information is stored and reported. Phase 2, ROCIS added functionality where agencies may propose new rules for publication in the Federal Register.

Phase 3 (Current):

- Develop processing module for OMB Information Collection Requests

- Secondary Purpose: Interface with E-Forms Catalog for automating the entry of links and information into the catalog.

Discussion

➢ Agency questions/ concerns?

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Agency Feedback and Discussion

Agency Feedback

What can we improve upon?

➢ Reporting tools

➢ Communications

➢ Project Updates

What next steps would you like to see?